

Official Spring Opening Date of South Bend's Retail Stores, Thursday, March 2nd.

Announcement

The Retail Merchants of South Bend and the Chamber of Commerce, co-operating with The News-Times, take pleasure in announcing South Bend's celebration of Better Home Furnishing Week, starting Monday, co-operating with Ross Crane, famous interior decorator of the Chicago Art Institute, and Mr. Crane's staff of experts, as well as the official date set for the Spring Opening of South Bend's Retail Stores, Thursday, March 2nd.

The definite purpose of the Better Homes Institute is to inspire people with a desire for more beautiful and better planned gardens and grounds and more convenient and artistic houses, as well as a knowledge of how to properly wear your clothes.

Daily lectures will be given both afternoon and evening at the high school auditorium Monday, Tuesday, Wednesday and Thursday. There will be no admission fee to any of the lectures. All that will be necessary will be the possession of a free ticket which will be passed out in the downtown stores and other public places.



Years of study, during which she has acquired a broad knowledge of attire for every occasion, have earned for Miss Evelyn D. Hansen a national reputation as an authority on dress. She will reveal many of the secrets she has learned when she speaks in South Bend next week in connection with the "Better Home Furnishings Week" observance.



Ross Crane, famous interior decorator of the Chicago Art Institute, will be one of the principal speakers here next week when he appears on the "Better Home Furnishings Week" program at the high school. Mr. Crane is particularly well versed in his line, and his talks are filled with practical suggestions.

Better Homes PROGRAM

*To Be Given at High School Auditorium
Next Week*

MONDAY

8 P. M.—Interior Decoration, using portable room, actual furniture, draperies, etc.—Ross Crane.

9 P. M.—Demonstration in "The Art of Dress;" Color—Evelyn D. Hansen.

TUESDAY

3 P. M.—Second Dress Demonstration; Line—Evelyn D. Hansen.

8 P. M.—Second Demonstration of Interior Decoration, "Art vs. Aunt Matilda."—Ross Crane.

WEDNESDAY

3 P. M.—Design and Planting of a 50-ft. lot; illustrated by colored lantern slides.—F. A. Cushing Smith.

8 P. M.—Third Interior Decoration Demonstration; "Maximum Beauty at Minimum Cost."—Ross Crane.

9 P. M.—"City Planning for Your Community," illustrated by colored lantern slides.—F. A. Cushing Smith.

THURSDAY

3 P. M.—Gallery Talk on the Paintings in the Exhibit.—Ross Crane.

4 P. M.—Third Dress Demonstration; "The Well Dressed Woman on a Moderate Income."—Evelyn D. Hansen.

8 P. M.—The Servantless House—How to Build Comfort, Beauty and Economy Into the Home.—Ross Crane.

9 P. M.—Question Box.—Ross Crane, Miss Hansen, Mr. Smith.

To the Advertiser

The News-Times in its big Sunday issue will carry a special section devoted to Better Home Furnishing Week. A large number of illustrations to help with the preparation of copy for this edition have been received. The advertising department of The News-Times is at the disposal of the merchants, and any member of the department will be pleased to assist in the preparation of copy. It is suggested that the copy be prepared at an early hour as possible.

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of South Bend's Retail Merchants by

THE SOUTH BEND NEWS-TIMES
DAILY AND SUNDAY